

BS00186

Serial No. 09/921,272 Examiner LY Art Unit 2686

§ 1.116 Amendment After Final in Response to October 4, 2005 Final Office Action

REMARKS

In response to the final Office Action dated October 4, 2005, the Assignee respectfully requests entry of this amendment after final. This amendment after final rejection puts the allowable claims in a condition for allowance. This amendment after final rejection also cancels withdrawn claims and any claims not dependent upon an allowable base claim. The Assignee thus respectfully submits that the pending claims are ready for a Notice of Allowance.

Claims 1-8 and 46-49 are pending, and claims 11-45 are withdrawn due to restriction. The United States Patent and Trademark Office (the "Office") rejects claims 1-7 and 46-48 as being unpatentable over various combinations of U.S. Patent 6,058,311 to Tsukagoshi, U.S. Patent 6,101,394 to Illidge, U.S. Patent 6,393,298 to Fulton, U.S. Patent 5,465,388 to Zicker, U.S. Patent 4,856,083 to Makino, U.S. Patent 6,741,872 to Pinault, and U.S. Patent 6,591,100 to Dent. Claims 8 and 49, however, were indicated as allowable.

Information Disclosure Statement

The United States Patent and Trademark Office (the "Office") refuses to consider an IDS submitted April 16, 2004. Examiner Ly states that a copy of each non-U.S. Patent citation was not received. The return-receipt postcard, however, includes the U.S.P.T.O. date stamp, indicating that copies of the cited documents were received by the U.S.P.T.O. A photocopy of the return receipt postcard is included with this response. Examiner Ly, then, has no reason to deny consideration of all the citations listed in the originally-submitted IDS.

Allowability of Claims 8 and 49

Examiner Ly indicates that claims 8 and 49 would be allowable if rewritten. This amendment, then, amends these claims to allowable form. Claim 8 is amended to include all the features of the base claim 1. Claim 49 is also amended to include all the features of the base claim 48. Claims 2-8 and 49 thus deserve a Notice of Allowance. Examiner Ly is thanked.

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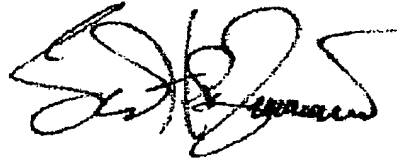
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Rejection of Claims under 35 U.S.C. § 103 (a)

The Office rejects claims 1-7 and 46-48 as being unpatentable over various combinations of *Tsukagoshi*, *Illidge*, *Fulton*, *Zicker*, *Makino*, *Pinault*, and *Dent*. Claim 1 has been canceled, and claims 2-7 have been amended to now ultimately depend from allowable claim 8. Claims 46-48 have also been canceled. The rejections are thus moot.

If any questions arise, the Office is requested to contact the undersigned at (919) 387-6907 or scott@wzpatents.com.

Respectfully submitted,



Scott P. Zimmerman
Attorney for the Assignee
Reg. No. 41,390

The "Received" stamp of the Patent Office imprinted hereon will acknowledge receipt of:

Applicant:	Fingerhut		
Title:	METHODS & SYSTEMS FOR SELECTIVE BROADCAST ENHANCEMENT		
Serial No./Docket No.:	09/921,272		
Filing Date	August 1, 2001	Atty Doc.	00186
PAPERS SUBMITTED:			
<ol style="list-style-type: none">1. Transmittal PTO/SB/212. Information Disclosure Statement3. Cited References4. Self-addressed stamped postcard			
Date:	April 16, 2004		
By:	Nora M. Tocups. Reg. No. 35,717		

